

Brogan's No-Cost Healthy Lifestyle Culture Results in Clothing Exchange, Higher Morale

Initiative in Brief

A trip to the Peabody Mansion, the new headquarters of the convergence marketing firm Brogan and Partners, could leave you feeling a few pounds lighter. That's because 21-year advertising veteran and founder Marcie Brogan has fostered a healthy lifestyle culture through programs, policies and practices where her employees are healthy, happy, and very productive. Setting an example for her staff, Ms. Brogan now commutes the 1/2-mile to work on foot!

Brogan strives to promote a healthy environment for staff, vendors, and clients. One unique policy change Brogan instituted relates to gift baskets they receive each holiday season. To quell those grazing the holiday goodies, management created an office "gift basket lottery." Baskets from vendors and clients are "quarantined" and cannot be opened in the building. An employees' name is randomly selected to receive the basket that they have to take home, or re-gift, that very day. Vendors and clients were notified of the office quest to change habits and now they receive fruit baskets, veggies trays, and lite microwave popcorn as gifts.

Brogan consistently uses resources such as the *Meeting Well* guide by the American Cancer Society or recipes from the American Heart Association to guide their nutritional choices for company lunches and snacks. Often they will give caterers very specific instructions when they cater Brogan events. As a result of their efforts to support healthy eating habits, many employees now have clothes that are too big!! An employee clothing exchange program has started as a result of the healthy eating changes in the workplace. Brogan noted that these simple changes related to healthy eating have been at no cost to the company!

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Benefits

Noted benefits of the program are:

- Low employee turnover (except retirees) saves huge dollars on training, talent search, etc
- Employees have more energy and are more productive.
- Weight reduction, cholesterol reduction, increased self-confidence, and improved morale.



"Promoting a healthy lifestyle is an absolute must in keeping happy and productive workers.

In fact, our new two-story office keeps them in shape from running up and down the stairs—
an added bonus."

Marcie Brogan,
Founder/CEO

Lessons Learned

- Your employees are your most important resource and investing them is investing in your bottom line.
- Retention of your investment (in employees) is easy when you provide a healthy work environment that encourages productivity through creativity.
- Be creative, being healthy doesn't have to create additional costs to the company.

Cost: "Significant, but benefits outweigh the cost"
Risk Factor: Healthy Eating/ Physical Activity
Impact/Reach: 56 employees
Business/Sector: Marketing and Public Relations